

# Read These Letters Over Very Carefully They Will Give You a Slight Idea of Our Efforts and Plans Toward Getting Am...

**THE INTERSTATE ALUMINUM CO.**  
ALUMINUM COOKING UTENSILS  
March 6th, 1919.  
Memphis, Tenn.  
Mr. A. L. McKey  
Dry-Block Mercantile Co.,  
Memphis, Tenn.

Gentlemen:  
We refer to the special price given you for your March Anniversary sale. Our willingness to give these large reductions to you on aluminum ware was because we considered you one of our regular customers and also because of the high standing of the Dry-Block Mercantile Company with us and also because the writer and your buyer, Mr. McKey, have been friends for many years. Please do not apply on future shipments during this year, but apply on the shipment for this March Anniversary sale only. It is our special price we have made you, and certainly offer your customers some excellent values.

With best wishes for the success of your 1919 March Anniversary sale, we remain,  
Yours very truly,  
Blaine Zwick  
General Manager

**RIN & WALKER**  
March 5, 1919.  
Memphis, Tenn.  
Dear Sirs:  
We desire to inform you that we have placed in stock at our headquarters two hundred dozen gentlemen's four in hands that we are making special for your Anniversary Sale that will permit you to offer absolute extreme to seventy-five cent values at thirty-nine cents each.

We are glad to offer our cooperation, and wishing you success, we are,  
Yours very truly,  
RIN & WALKER  
Hockess Manufacturing Department.

**THE TOOTAL BROADHURST LEE COMPANY,**  
NEW YORK  
March 6, 1919.  
Memphis, Tenn.  
Dear Sirs:  
We are glad to say that your Mr. A. L. McKey has just been in and made a selection of some very desirable merchandise. He informed us of your forthcoming Anniversary and the big Anniversary Sale you expected to hold, stating he was particularly looking for goods for this sale. What he purchased, we beg to assure you represents exceptionally good value at the price paid and we are quite confident will materially add to the attractiveness and success of your Anniversary Sale.

Wishing you much success and extending our compliments, we remain,  
Yours truly,  
Frank H. Hays  
The Tootal Broadhurst Lee Company

**MITCHELL BROTHERS, INC.**  
MUSLIN UNDERWEAR SPECIALS  
March 7, 1919.  
Memphis, Tenn.  
Dear Sirs:  
In compliance with the request of Mr. McKey, we wish to state that we have made a special effort in giving him a few lots of exceptional value for the Anniversary sale, which are of exceptional value for the price. They are as follows:  
1. A lot of 1000 pairs of men's white muslin drawers, formerly \$1.00, now \$0.75.  
2. A lot of 1000 pairs of men's white muslin drawers, formerly \$1.00, now \$0.75.  
3. A lot of 1000 pairs of men's white muslin drawers, formerly \$1.00, now \$0.75.

We are quite sure that when this merchandise is placed on sale they will be taken up in a great hurry by your trade. The prices are exceptionally low and the values high. This merchandise being in stock and ready for sale, we are sure that you will be able to place a large order for this merchandise. We are sincerely hoping that you will do large business on your Anniversary Sale.

Awaiting your further extended orders, we remain,  
Very truly yours,  
Mitchell Brothers, Inc.  
R.M.

**NATIONAL CORSET COVER CO.**  
March 7, 1919.  
New York  
Dear Sirs:  
We are pleased to write that we have been able to ship you a special lot of envelope closures for your Anniversary Special, as requested by your Mr. McKey.

Please accept our kindest and good wishes for the success of this event.  
Very truly yours,  
National Corset Cover Co.

**MAX SCHNECK**  
DRESSES  
March 7th, 1919.  
New York  
Dear Sirs:  
We are today shipping you a very large assortment of dresses, in different styles, sizes and actual manufacturer's cost, so that you can display them at a very low price and have your Anniversary Sale be the largest success.

Wishing you a very successful sale, we remain,  
Yours truly,  
Max Schneck.

**FRY & FRIEDSAM**  
RIBBONS  
March 6, 1919.  
New York  
Dear Sirs:  
We are shipping you to-day 227 pieces of extra wide 84s, 88s and cambril ribbons. You realize that at 60¢ per yard, in your assortment in order that you can sell this at 40¢ per yard, for Anniversary sale, there are ribbons that you can readily sell for \$1.00 and \$2.00 per yard. If you will pardon the suggestion: if I were you, I would not sell this all at 60¢ per yard.

Wishing you a successful sale, we are,  
Yours very truly,  
Fry & Friedsam

**ARGO**  
A. GOLDSTEIN & CO.  
BOYS WASHSUITS AND BLOUSES  
March 6, 1919.  
New York  
Dear Sirs:  
Your Mr. H. H. Hildreth called upon us and explained to our entire satisfaction that the values that you usually put forth usually number you to satisfy your customers, and in appreciation for your purchases from you, you made an Anniversary sale once a year giving such wonderful values at almost 50% to 60% under the prevailing prices.

Mr. Hildreth bought fifty dozen 84s and 88s suits and 50 dozen 84s and 88s blouses. We are sure that you will find these goods to be of piece goods to-day.

With best wishes for the success of this enterprise, we beg to remain,  
Very truly yours,  
A. Goldstein & Co.

**CARAFIOL-SILVERMAN GARMENT CO.**  
Ladies' Misses' and Junior Skirts  
March 16th, 1919.  
New York  
Dear Sirs:  
Referring to the purchase made on your part a few days ago, we can confidently state that the skirts you will receive made of Pantani, Pique, Tricot, Blonette and Lurex, in its various beautiful colors and styles, should, and will prove in the minds of the women of Memphis, the success that you are giving them the best assortment of skirts available at lower prices than has ever been shown. This offering can never be duplicated by anyone elsewhere.

The Wash Skirts you will receive are made of E.V. Wilson & Co's, best grade of guaranteed pre-shrunk cotton, and you will be able to sell these skirts during this special Anniversary sale for less than you can replace them yourself at wholesale.

In view of your fair dealings towards us in the past, we are more than pleased to give you the benefit of this merchandise at this time.

Wishing you a very successful Anniversary Sale, we beg to remain,  
Yours very truly,  
Carafiol-Silverman Garment Co.

**Bell Garment Company, Inc.**  
DRESSES & COSTUMES  
March 7, 1919.  
New York  
Dear Sirs:  
Appreciating the business you have been giving us for this season, we are only too glad to cooperate with you in making this Anniversary sale the biggest event of the year.

We are sending you a wonderful assortment of silk dresses in the very latest styles and colors at a price which will enable you to sell them at fifty cents on the dollar.

Hoping that this lot reaches you in time for the sale, we beg to remain,  
Yours truly,  
Bell Garment Co.

**KIRBY, BLOCK & FISCHER, Inc.**  
Attention Toilet Goods Dept.  
March 7, 1919.  
New York  
Dear Sirs:  
We have your memorandum for the various items which you want to use for your Anniversary sale.

We note what you say regarding the securing of a special discount in prices, so that you can sell these goods during the Anniversary sale, and we are pleased to do so, as the manufacturers are very behind in filling their orders and in a great many instances certain kinds of toilet goods are very scarce.

With one exception we have filled your order complete, and we are able in a great majority of cases to get you special prices and discounts for your Anniversary sale.

Awaiting your further orders, we remain,  
Yours truly,  
Kirby, Block & Fischer, Inc.

**Elder Manufacturing Co.**  
March 3, 1919.  
New York  
Dear Sirs:  
Your Mr. Hildreth called on us to discuss your Anniversary sale, and we are pleased to report that we are co-operating with you in this matter, by making our 84s and 88s suits, for your account, 100 dozen, 84s and 88s, which are selling regularly at \$1.00 per pair, and due to our present business conditions during the past year, we are selling these to you at a special price of 75¢ per pair, so that you can sell them to your customers at 50¢ per pair.

Also our entire sample line of 84s and 88s suits, 100 dozen, at a price consistent with what you will be able to offer these suits at 60¢, being regular price.

Wishing you that it is a pleasure to have you in this matter, and wishing you every success with your Anniversary Sale, we beg to remain,  
Yours very truly,  
Elder Manufacturing Co.

**The Fletcher Cloth Suit Co.**  
March 7th, 1919.  
New York  
Dear Sirs:  
We are sending you today a nice assortment of 75 serge suits to sell them for what they bring wholesale.

We are always ready and willing to do our part for you, and we are sure that this will prove most successful, with best wishes, we remain,  
Yours very truly,  
The Fletcher Cloth Suit Co.

**Ferguson McKinney Mfg. Co.**  
Manufacturers Converters Commission  
March 7th, 1919.  
New York  
Dear Sirs:  
We are writing to inform you that the entire lot of bed spreads and fancy towels, the goods have been shipped, and we hope that they arrive in plenty of time for your Anniversary Sale. We are very sure that you will have your usual success when you offer these goods to your customers, as they are extremely good values.

Yours very truly,  
Ferguson McKinney Mfg. Co.

**Clayton Bros**  
March 5, 1919.  
Memphis, Tenn.  
Dear Sirs:  
Our Mr. H. Barter has agreed to give you twenty-five (25) men's blue serge suits for your Ten Dollar Anniversary Sale. We regret indeed that we could not give you the fifty suits as you requested. Thanking you for past favors, we remain,  
Very truly yours,  
Clayton Bros.

**E. EISINGER COMPANY**  
FANCY DRY GOODS, HOSIERY, UNDERWEAR, KNIT GOODS AND READY TO WEAR SPECIALS  
March 18th, 1919.  
Chicago  
Dear Sirs:  
In view of the fact that you wish to use the Curtains and Fancy Table Covers for your Anniversary Sale, we are accepting your order of March 3rd.

Your customers will surely appreciate the bargain you are giving them as you will not be able to duplicate these goods at the prices.

Wishing your Anniversary Sale a success, we remain,  
Yours very truly,  
E. Eisinger Co.

**EVERETT HEANEY & CO. INC.**  
COTTON GOODS  
March 16th, 1919.  
New York  
Dear Sirs:  
So glad that we made a very valuable contribution towards the success of your Anniversary sale in the goods we had the pleasure of selling to your Mr. McKey. We made prices that we feel confident will show you very conclusively that there was something more than a mere expression of words, as embodied in our letter-to-day, when the transaction was made.

With best of us, we remain,  
Yours very truly,  
Everett Heaney & Co. Inc.

**COONLEY MANUFACTURING COMPANY**  
ENAMELED WARE  
March 5, 1919.  
Memphis, Tenn.  
Dear Mr. McKey:  
We are very glad to have the opportunity to co-operate with you in your Anniversary Sale to the extent of shipping to you the various items in Enamelware, which you purchased at from 25¢ to 35¢ less than our present retail price. It is our special price we have made you for as the Enamelware end of your sale is commencing.

We also take this occasion to wish you continued success in your present position.

Thanking you, we are,  
Sincerely yours,  
Coonley Manufacturing Co.

**SAVADA BROS**  
YOUTH'S SHIRTS AND BOYS BLOUSES  
March 4, 1919.  
New York  
Dear Sirs:  
We are closing out this day to your Mr. Hildreth 50 dozen boys' white and blue, and regular wholesale price on same is 20.00 per dozen. They retail at all stores at \$1.00, but give him a special Anniversary price to enable him to sell them at 85¢ a piece.

Wishing your Anniversary sale a phenomenal success, we remain,  
Yours respectfully,  
Savada Bros.

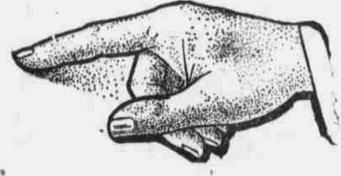
**KIRBY, BLOCK & FISCHER, Inc.**  
Attention Toilet Goods Dept.  
March 7, 1919.  
New York  
Dear Sirs:  
When you were here you asked us to get you something in a good hair brush for your Anniversary sale. As you have get you an item, which you will see on arrival is the most desirable of its kind.

It is a full sized wire bristle brush that will sell for \$10.00 per dozen and which we are billing you so that you can sell it in your Anniversary sale for 50¢.

Yours truly,  
Kirby Block & Fischer, Inc.



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